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(54) Title: TOOTHPASTE COMPOSITIONS WITH REDUCED ABRASIVITY

(57) Abstract: Toothpaste compositions are disclosed. The toothpaste composition comprises a binder; a surface active agent; an abrasive; a humectant; and water; in which: (1) the abrasive is silica, the composition additionally comprises a silica thickener, and the composition comprises 1 to 7 wt % of the silica thickener, less than 15 wt % of the silica abrasive, 45 to 70 wt % water, 0.8 to 3.0 wt % of a surface active agent; 0.05 to 3.0 wt % the binder; or (2) the abrasive is silica, the composition additionally comprises a silica thickener, the composition comprises 2 to 22 wt % total silica, 0.8 to 3.0 wt % of a surface active agent; 0.05 to 3.0 wt % the binder, and the composition additionally comprises about 0.1 to 8.0 wt % of non-colloidal microcrystalline cellulose, colloidal microcrystalline cellulose, or a mixture thereof; or (3) the binder is a calcium based abrasive, the binder is a cellulose gum, and the composition comprises 25 to 55 wt % of the calcium based abrasive, 35 to 60 wt % water, 0.8 to 3.0 wt % of the surface active agent, and 1.0 to 3.0 wt % of the binder.